

Name: Revelation Beauty & Wellness Academy

Funded by: Seva Kendra Calcutta

Project Goal: This course is designed to teach students the fundamentals of Beauty Therapy, as well as how to maintain workplace hygiene and safe. Students will learn about various beauty products and be able to perform basic depilation, manicure, pedicure and face care services.

Project Objective: To make individuals expert in beauty treatment and wellness giving specialized service and product demonstrations to maximize business in a retail environment or may become an entrepreneur.

Project Period: Ongoing since April 2019.

Area of Operation: Kolkata and nearby areas like South 24 Parganas, and North 24 Parganas.

Eligibility Criteria & Program Details:

Qualification	Age	Pre-Requisite	Document
Minimum class 8th pass	18 to 45 years	Not / Applicable	Photocopy of Address Photocopy of Identity proof Photocopy of Last Educational Certificate Photocopy of Identity proof Photocopy of Last Educational Certificate

Project Activities:

1. Beauty & Wellness Training Workshops:



2. Cultural Program by the candidates:



3. Practical Exam Centered on the Theme of Bridal Dressing:



4. The Certification Ceremony: Celebrating achievement and success in Beauty & Wellness



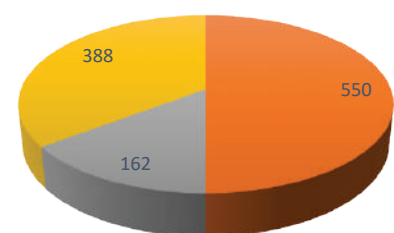
Beneficiaries Details:

Total No. of Beneficiaries 550

Total No. of 162 Direct Beneficiaries

Total No. of 388 Indirect Beneficiaries

Beneficiaries



■ Total no. of Beneficiaries ■ Direct ■ Indirect

Achievements:

Seva Kendra Calcutta (SKC) has made significant strides in empowering individuals from marginalized sections through its various skill development programs. One notable program that has yielded commendable results is the Beauty and Wellness initiative.

The primary goal of SKC's Beauty and Wellness program is to provide individuals from marginalized backgrounds with the skills and knowledge necessary to secure a source of income in the beauty industry. The program offers comprehensive training in various aspects of beauty and wellness, equipping participants with the expertise needed to excel in this field.



A remarkable achievement of the Beauty and Wellness program is the high number of candidates from marginalized sections who have benefited from it. Among the candidates enrolled in the program, a substantial majority come from underprivileged backgrounds, reflecting SKC's commitment to reaching those who need support the most.

Out of the 162 candidates who underwent training in the Beauty and Wellness program, a noteworthy 60% have successfully secured employment in parlors. This accomplishment not only highlights the effectiveness of the training provided by SKC but also underscores the program's ability to create tangible opportunities for its participants within the beauty industry.

Furthermore, the program has also fostered entrepreneurship among its graduates, with 20% of the candidates choosing the path of self-employment. This indicates not only the acquisition of valuable skills but also the empowerment of individuals to establish and manage their own beauty and wellness businesses.

The success of SKC's Beauty and Wellness program extends beyond just imparting technical skills. It reflects the holistic approach to empowerment by addressing the economic challenges faced by marginalized communities. By creating avenues for gainful employment and entrepreneurship, Seva Kendra Calcutta is contributing to the economic upliftment of individuals who may have faced socio-economic barriers.

Story of Change:

Ruth Das, 22, a resident of Santragachi, learned about the skill development courses offered at Seva Kendra Calcutta through a friend. With a sure-shot future in the beauty industry, without blinking an eye, she enrolled herself in the Beauty & Wellness course in February 2022. Engulfed with excitement and burning with the ardent desire to stand out among the students, she left no stone unturned to perfect her craft. With a subtle yet profound trait of leadership feat in her and the perfected craft, she proved herself to be the best among the many lot. After successfully completing the three-month course, Ruth Das started a home-based salon and the income generated from it turned out to be helpful to her family. Whilst earning money from the footsteps of our house, she was advised by her former trainer to apply for the position of Assistant Trainer at Seva Kendra Calcutta. Her eligibility, prowess, dexterousness and confidence at her craft did land her the job. Her creative ideas and the desire to share her expertise with her students found its way, finally! Having her at Seva Kendra Calcutta is certainly proven to be a win-win situation for her and Seva Kendra Calcutta as well.

